

CLAIMS

Having thus described our invention, what we claim as new and desire to secure by Letters Patent is as follows:

- 1 1. A method of providing certifications of claims made for products or
2 services on which customers may rely comprising the steps of:
3 establishing a certification service which maintains a Web page;
4 entering into a contract between the certification service and a provider
5 of a product or service for which the provider makes certain claims;
6 verifying the claims made by the provider for the product or service
7 under terms of the contract; and
8 posting information on the Web page about the product or service in
9 which the those claims verified as true are prominently displayed.
- 1 2. The method of providing certifications recited in claim 1, wherein the Web
2 page is accessible over the Internet by customers.
- 1 3. The method of providing certifications recited in claim 2, further
2 comprising the steps of:
3 maintaining a database of verified claims for products and services
4 provided by a plurality of providers; and
5 providing customers with search engine for searching the database for
6 certified products and services in the database.
- 1 4. The method of providing certifications recited in claim 3, wherein the
2 search engine responds to key words and phrases entered by customers by
3 searching the data base for certifications of product or service claims.

1 5. The method of providing certifications recited in claim 1, wherein the
2 contract with the provider establishes rights and liabilities between the
3 certification service and the provider, including guarantees by the provider of
4 continued compliance with the certification with remedies in case of
5 violations by the provider.

1 6. The method of providing certifications recited in claim 5, wherein the Web
2 page includes links from a displayed certified product or service to details of
3 the certification for that product or service, including effective date and
4 remedy in case of violation.

1 7. The method of providing certifications recited in claim 6, wherein the
2 certification service directly rules on customer/provider disputes according to
3 the terms and conditions established with the client provider under the
4 contract.

1 8. The method of providing certifications recited in claim 7, wherein the Web
2 page is accessible over the Internet by customers.

1 9. The method of providing certifications recited in claim 8, further
2 comprising the steps of:
3 maintaining a database of verified claims for products and services
4 provided by a plurality of providers; and
5 providing customers with search engine for searching the database for
6 certified products and services in the database.

1 10. The method of providing certifications recited in claim 9, wherein the
2 search engine responds to key words and phrases entered by customers by
3 searching the data base for certifications of product or service claims.

1 11. The method of providing certifications recited in claim 1, wherein the
2 certification service is a stand alone business.

1 12. The method of providing certifications recited in claim 2, wherein the
2 certification service is established by an existing business and the Web page
3 identifies the existing business as the sponsor of the certification service.

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